

# TASK FORCE ON CIVIL RIGHTS HISTORY

## Finance Subcommittee Meeting

### Agenda

Wednesday, June 13, 2018  
9:00 AM  
Committee Room B, City Hall

Tape No. \_\_\_\_\_

Jeff Clements, Chief of Research Division  
Research Assistant: Yvonne P. Mitchell

Chris Hand, Co-chair  
Marcus Pollard, Co-chair  
Maria Hane  
Darnell Smith  
Hope McMath  
Eric Mann

Meeting Convened:

Meeting Adjourned:

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Call to Order

Introductions

Subcommittee Discussion Topics

- Review Task Force priorities & potential funding sources
- Recommendations

Public Comment

Co-chair Remarks

Adjournment

**Note: Other items may be added at the discretion of the chair.**

**Task Force on Civil Rights History meeting is Wednesday, June 13, 2018 @ 10:00a.m.**

**TASK FORCE ON CIVIL RIGHTS HISTORY**  
**FINANCE SUBCOMMITTEE**  
**Recommendations**  
**June 13, 2018**

Based on recommendations from other subcommittees and general task force discussion, the Finance Committee has considered possible funding sources for five goals.

1. ***Initial Placement of Timeline on City of Jacksonville Website (Limited Funding Required)***
2. ***Utilization of the Ritz Theatre as a repository of physical artifacts (Repository SC estimate: \$75,000)***
3. Development of a digital repository including, but not limited to, website and application development, curation, and cultivation (Repository SC estimate: \$175,000)
4. Participation in the U.S. Civil Rights Trail (Cost TBD)
5. Establishment of a Jacksonville Civil Rights District/Trail (Cost TBD)
  - o Visible Markers at Trail Locations
  - o Possible Creation of La Villa “Campus” (e.g., Ritz, Lift Ev’ry Voice & Sing Park, Brewster , Houses, Sax Seafood)
  - o Other Marketing Strategies and Initiatives

The Finance Subcommittee is grateful to City of Jacksonville elected officials (such as former Council President Lori Boyer) and various employees – Bill Joyce from the Public Works Department, Damian Cook from the Office of Grants and Contract Compliance, Daryl Joseph from the Parks, Recreation, and Community Services Department, and Annette Hastings from the Tourist Development Council – for sharing their expertise on possible funding sources. As a result of those insights, the subcommittee makes the following specific recommendations:

**I. UTILIZE DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL (TDC) FUNDING OPPORTUNITIES**

The Finance Subcommittee recommends that the City of Jacksonville invest in highlighting civil rights history through the Duval County Tourist Development Council (TDC). As explained at [www.coj.net/city-council/tourist-development-council.aspx](http://www.coj.net/city-council/tourist-development-council.aspx), “*The Duval County Tourist Development Council (TDC) is the governing body that oversees the collection and distribution of the local-option tourist development tax authorized to counties by Florida Statutes.*”

More specifically, “*Jacksonville currently levies a six percent tourist development tax on transient accommodations in the city. In addition to its many other duties, the TDC utilizes a portion of this tax to fund tourism promotions and events that will generate a substantial number of visitors to Jacksonville, the Beaches and Baldwin.*” For the 2017-2018 Fiscal Year, the TDC has received approximately \$8.2 million in revenue. Nearly \$4.7 million was directed to Visit Jacksonville for the tourist bureau, marketing, and convention promotion components of the plan.

In Ordinance Code Section 666.108, the City of Jacksonville adopted a tourist development plan which guides the TDC. The plan has seven components, several of which are compatible with task force goals:

- *Marketing of existing tourist-oriented facilities, attractions, activities and events (Visit Jacksonville)*
- *Development and planning of additional tourist facilities and attractions in the City of Jacksonville*
- *Acquisition of and improvements to certain publicly owned facilities or certain facilities publicly owned and operated or owned and operated by a not for profit and open to the public*

Each of the plan components is funded through an annual allocation established in the Ordinance Code. Several components may have TDC funding available to assist with task force goals.

- The TDC has a “Development and Planning Account” which may be used for “*[i]dentification of potential or undeveloped tourist attractions, (other than a convention center), in the City which will include a study to determine*

*the existence, location, and potential tourist benefit to the City of such attractions, and the beginning of a short range plan to develop such of these attractions as may indicate an economically feasible benefit....”* As of January 31, 2018, this account had a budgetary balance of \$150,000.00.

- The TDC “Development Account” may be *“used to acquire, construct, extend, enlarge, remodel or improve publicly owned convention centers, coliseums (e.g., arena) or auditoriums (e.g., performing arts center), or aquariums or museums that are publicly owned and operated or owned and operated by a not for profit organization.”* As of January 31, 2018, the balance in this account was \$2,750,000.
- The TDC maintains a Contingency account *“to fund unforeseen opportunities of major significance to tourism in the City. Activities and projects funded from this account shall be approved by the City Council.”* As of January 31, 2018, the balance in this account was \$1,563,000.00.

## **II. PURSUE PUBLIC GRANT FUNDING**

The subcommittee recommends that the City of Jacksonville pursue a variety of grant funding sources to support the above-referenced goals. These sources should include, but are not limited to, the following opportunities:

- ***National Parks Service***

**African American Civil Rights Grants:** *“The African American Civil Rights Grant Program (Civil Rights Grants) documents, interprets, and preserves sites and stories related to the African American struggle to gain equal rights as citizens in the 20th Century... This competitive grant program provides grants to states, tribes, local governments (including Certified Local Governments), and nonprofits. Non-federal matching share is not required, but preference will be given to applications that show community commitment through non-federal match and partnership collaboration.”*

**Save America’s Treasures Grants:** *“The Federal Save America's Treasures grants program began in 1999 and helps preserve nationally significant historic properties and collections that convey our nation's rich heritage to future generations.”*

**Underrepresented Community Grants:** *“This grant program supports the survey, inventory, and designation of historic properties that are associated with communities currently underrepresented in the National Register of Historic Places and among National Historic Landmarks. All funded projects must result in the submission of a new nomination to the National Register of Historic Places or National Historic Landmark program, or an amendment to an existing National Register or National Historic Landmark nomination to include underrepresented communities.”*

- ***Institute of Museum and Library Services***

**Museum Grants for African American History and Culture** These grants *“support projects that improve the operations, care of collections, and development of professional management at African American museums. Eligible applicants include museums with a primary purpose and focus on African American life, art, history, and/or culture.”*

- ***Florida Department of State, Division of Historical Resources***

**Small Matching Grants:** *“The purpose of this program is to provide funding, in the form of grants, to assist local, regional and state-wide efforts to preserve significant historic and archaeological resources, and to promote knowledge and appreciation of the history of Florida. Types of historic preservation projects that can be funded include:*

- *“Survey projects that identify, document, and evaluate historic or archaeological resources within historic or archaeological districts or areas being investigated for the potential of becoming historic districts or zones, or*

updating previous surveys (awards up to \$50,000);

- *“Planning projects to prepare historic structures report, condition assessment, architectural drawings, predictive modeling, preparation of preservation or management plans, design or preservation guidelines and such, necessary to guide the long term preservation of a historic resource or historic district (awards up to \$50,000);*
- *“National Register Nomination projects that prepare a nomination to the National Register of Historic Places for an individual Historic Property or a nomination for a historic or archaeological district, or a thematic or multiple resource group nomination (awards up to \$50,000);*
- *“Education and Publication projects aimed at increasing public understanding and awareness of the importance of historical and archaeological resources and their preservation, either in general or for specific sites, properties, or collections. This may include proposals such as walking tours brochures, education material for school children, interpretive signage, videos illustrating historic preservation principles, and educational apps related to the history of Florida’s historical and archaeological resources (awards up to \$50,000);”*

**Special Category Grants:** *“Types of historic preservation projects that can be funded include:*

- *“Development projects with the mission of Preservation, Restoration, Rehabilitation, or Reconstruction of historic properties regularly open to the public, and site-specific planning required for these activities such as structural or condition assessment reports.*
- *“Acquisition projects geared at acquiring a single Historic Property or archaeological site, or group of Historic Properties or archaeological sites, in which all the resources have the same owner. For archaeological sites, an exception to the single owner provision may be made if the archaeological site extends on land that is contiguous, but owned by different property owners.”*

### **III. ESTABLISH A ROBUST PRIVATE GIVING PROGRAM**

The overall goals of this task force cannot be achieved through the investment of public dollars alone. As with most endeavors, long-term success depends on strong public-private partnerships. To that end, the Finance Subcommittee recommends the City of Jacksonville and other community stakeholders work closely with local, state, and national philanthropic and non-profit communities to provide opportunities for organizational and individual investment in preserving/promoting Jacksonville’s civil rights history. This work could include:

- **Fostering partnerships with existing museums to help tell the Jacksonville civil rights story;**
- **Seeking non-governmental support from foundations and other private sources;**
- **Engaging community funders (e.g., Community Foundation of Northeast Florida);**
- **Encouraging individual giving, including through the pursuit of innovative civic crowdfunding initiatives;**
- **Exploring appropriate sponsorship opportunities for civil rights trail locations, markers, and signage**

## Duval County Tourist Development Council Budget Proposal

<b><u>REVENUE</u></b>	<b><u>Amended Budget</u></b>	<b><u>FY 2018/19 Draft Budget</u></b>
Tourist Development Taxes	\$ 7,900,000	\$ 8,500,000
Interest Earnings	10,000	10,000
Subtotal Revenue	<u>7,910,000</u>	<u>8,510,000</u>
Surplus Return from Visit Jacksonville	240,320	-
<b>Total Estimated Revenue</b>	<b><u><u>\$ 8,150,320</u></u></b>	<b><u><u>\$ 8,510,000</u></u></b>
<b><u>EXPENDITURES</u></b>		
<b>Plan Components</b>		
(1) Tourist Bureau	\$ 470,611	\$ 300,000
(2) Marketing	2,768,838	2,350,000
(3) Convention Sales	2,250,000	2,000,000
(4) Development and Planning	123,933	50,000
(5) Special Event Grants	830,000	800,000
Remaining to be spent in accordance with Plan Components 1-5	140,320	1,800,000
(6) Development Account	1,000,000	500,000
(7) Contingency Account	400,000	500,000
<b>Total Plan Components</b>	<b><u>7,983,702</u></b>	<b><u>8,300,000</u></b>
Administration	166,618	210,000
<b>Total Estimated Expenditures</b>	<b><u><u>\$ 8,150,320</u></u></b>	<b><u><u>\$ 8,510,000</u></u></b>
Employee Cap	1	2
Estimated Salaries and Benefits	\$ 92,460	\$ 131,792

**Notes:**

1) The Proposed Budget is set at the FY 2018/19 minimum amounts for the Plan Components as established in Section 666.108 of the Ordinance Code.

2) The Proposed Budget is a recommendation to MBRC for inclusion in the Mayor's Proposed Budget and is subject to changes by both the Mayor and City Council prior to final adoption.